A number of years ago I suggested to one of my clients that he place an advertisement for goods used exclusively by men in a paper supposed to be read exclusively by women. The advertisement appeared; it continued in that paper several consecutive years. The setual mail cash sales, coming directly from that advertise-ment, were two or three times as great, reckoning proportionate cost, than came from the same advertise-ment in any of the hundred papers my client was advertising in. Since then I have made these experiments many times, until I believe I have a right'to claim that the experiment has passed into fact .- Nath'l C. Fowler, Jr., Advertising Expert.

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THE SERAPH'S WINGS.

DR. TALMAGE IN THE MANUFACTUR-ING TOWNS OF MIDDLE ENGLAND.

The Scraph Covered His Face When He he covered the feet." Approached the Throne of God-This Seems to Be an Age of Irreverence. Fools Make a Mock of Sin.

LONDON, Aug. 28. - During the past week Dr. Talmage has been preaching to enormous audiences in the great manufacturing towns of the English midland coundelivered his famous speeches to the elect-ors, and even this edifice would not contain half the people who tried to get en-trance. At Leicester, Cardiff and Swansea there was the same eagerness to hear him and he was received with unbounded

In a hospital of leprosy good King Uz-ziah had died and the whole land was religious things, as one is apt to do in time as the well of Belgium never was. Unof great national bereavement, and forget-ting the presence of his wife and two sons.

Another scraphic posture in the text, who made up his family, he has a dream, not like the dreams of ordinary character which generally come from indigestion, but a vision most instructive and under the touch of the hand of the Almighty.

The place, the ancient temple; building. grand, awful, majestic. Within that tem-ple a throne higher and grander than that occupied by any exar or sultan or emperor. On that throne, the eternal Christ. In lines surrounding that throne the brightest celestials, not the cherubim, but higher than they; the most exquisite and radiant of the beavenly inhabitants, the scraphim. They are called burners, because they look like fire. Lips of fire, eyes of fire, feet of fire. In addition to the features and the limbs which suggest a human being there are pinions which suggest the lithest, the swiftest, the most buoyant and most inswiftest, the most buoyant and most in-spiring of all intelligent creation—a bird. Each seraph had six wings, each two of the wings for a different purpose. Isaiah's dream quivers and flashes with these pin-ions. Now folded, now spread, now beaten in locomotion. "With twain he covered his feet, with twain he covered his face, and with twain he did fly."

not all used at once. The scraph standing there near the throne, overwhelmed at the insignificance of the paths his feet had trodden as compared with the paths trodden by the feet of God, and with the lameness of his locomotion, amounting almost to velocity, with feathery veil of angelic mod-esty hides the feet. "With twain he did cover the feet."

Standing there overpowered by the over-matching splendors of God's glory, and unable longer with the eyes to look upon them, and wishing those eyes shaded from

you and me, when we see the scraph spreading his wings over the feet, is a lesbe plunged in humility, utter and complete. Our feet, how laggard they have been in the divine service! Our feet, how many missteps they have taken! Our feet, in how many paths of worldliness and folly

they have walked! Neither God nor scraph intended to put any dishonor upon that which is one of the masterpieces of Almighty God—the human foot. Physiologist and anatomist are over-whelmed at the wonders of its organi-sation. The "Bridgewater Treatise," written by Sir Charles Bell, on the wisdom and goodness of God as illustrated in the human hand, was a result of the \$40,000 bequeathed in the last will and testament of the Earl of Bridgewater for the encouragement of Christian literature. The world could afford to forgive his eccen-tricities, though he had two dogs seated at his table, and though he put six dogs alone in an equipage drawn by four horses and attended by two footmen. With his large bequest inducing Sir Charles Bell to write so valuable a book on the wisdom of God in the structure of the human hand, the world could afford to forgive his oddities.

THE BRIDGEWATER TREATISES. And the world could now afford to have And the world could now afford to have another Earl of Bridgewater, however idlosyncratic, if he would induce some other Sir Charles Bell to write a book on the wisdom and goodness of God in the construction of the human foot. The articulation of its bones, the lubrication of its joints, the gracefulness of its lines, the ingenuity of its cartilages, the delicacy of its veins, the rapidity of its muscular contraction, the sensitiveness of its nerves. I sound the praises of the human foot. With that we halt or climb or march. It is the foundation of the physical fabric. is the foundation of the physical fabric. It is the base of a God poised column. With it the warrior braces himself for battle. With it the orator plants himself for eulogium. With it the toiler reaches his work. With it the outraged stamps his indignation. Its loss an irreparable disaster. Its health an invaluable equip-ment. If you want to know its value ask the man whose foot paralysis hath shrivthe man whose foot paralysis hath ahriveled, or machinery hath crushed, or surgeon's knife hath amputated. The Bible honors it. Especial care, "Lest thou dash thy foot against a stone;" "he will not suffer thy foot to be moved;" "thy feet shall not stumble." Especial charge, "Keep thy foot when thou goest to the house of God." Especial peril, "Their feet shall slide in due time." Connected with the world's dissolution, "He shall set one foot on the sea and the other on the earth."

Give me the history of your foot, and I

earth."

Give me the history of your foot, and I will give you the history of your lifetime. Tell me up what steps it hath gone, down what declivities and in what roads and in what directions, and I will know more about you than I want to know. None of us could endure the scrutiny. Our feet act always in paths of God. Sometimes in paths of worldliness. Our feet, a divine and glorious machinery for usefulness and work, so often making missteps, so often going in the wrong direction. God knowing every step, the patriarch saying. "Thou settest — on the heels of my feet."

Crimes of the han i, crimes of the tongue, crimes of the eye, crimes of the ear not worse than the crimes of the foot. Oh, we want the wings of humility to cover the feet! Ought we not to go into self abneya-tion before the all searching, all scrutiniz-ing, all trying eye of God? The seraphs de. How much wore we. "With twa'n

HOW HUMAN NATURE IS CORRUPTED.
All this talk about the dignity of human nature is braggadocio and a sin. Our pature started at the band of God regal, but it has been pauperized. There is a well in Belgium which once had very pure water, and it was stoutly masoned with stone and brick, but that well afterward became the centre of the battle of Waterties. In Birmingham, in spite of the great loo. At the opening of the battle the solsize of the churches placed at his disposal.

it was necessary to engage the town hall, the spacious building in which John Bright water out of the well for them, and it was very pure water. But the battle raged, and three bundred dead and half dead were flung into the well for quick and easy burial, so that the well of refreshment became the well of death, and long after people looked down into the well and they enthusiasm. The sermon selected for publication this week is on Isaiah vi, 2, "With the human soul was a well of good, but the twain he covered his face, with twain he armies of sin have fought around it and covered his feet, and with twain he did fly." fought across it and been slain, and it has become a well of skeletons. Dead hopes, dead resolutions, dead opportunities, dead shadowed with solemnity, and theological ambitions. An abandoned well unless and prophetic Isaiah was thinking about | Christ shall reopen and purify and clean it

"With twain he covered the face." That means reverence Godward. Never so much irreverence abroad in the world as today. You see it in the defaced statuary, in the cutting out of figures from fine paintings, in the chipping of monuments for a me-mento, in the fact that military guard must stand at the graves of Grant and Gar-field, and that old shade trees must be cut down for firewood, though fifty George P. Morrises beg the woodmen to spare the tree, and that calls a corpse a cadaver, and that speaks of death as going over to the majority, and substitutes for the reverent terms, father and mother, "the old man" and "the old woman," and finds nothing impressive in the ruins of Baalbec or the columns of Karnac, and sees no difference in the Sabbath from other days except it allows more dissipation, and reads the often sing: Bible in what is called higher criticism, making it not the Word of God, but a

good book with some fine things in it.

Irreverence never so much abroad. How
many take the name of God in vain, how many trivial things said about the Al-mighty! Not willing to have God in the nd with twain he did fly."

GOD'S SWIFT MESSENGERS.

The probability is that these wings were and imbecility, and call it God. No wings of reverence over the face, no taking off of shoes on holy ground. You can tell from the way they talk they could have made a better world than this, and that the God of the Bible shocks every sense of propri-ety. They talk of the love of God in a way decrepitude as compared with the divine velocity, with feathery veil of angelic modesty hides the feet. "With twain he did here he will come in at the shiring gate. They talk of the love of God in such a way which shows you they think it is a general jail delivery for all the abandoned and the scoundrelism of the universe. No punishment hereafter for any wrong done here.

them, and wishing those eyes shaded from the insufferable glory, the pinions gather over the countenance. "With twain he did cover the face. Then as God tells this scraph to go to the farthest outpost of immensity on message of light and love and joy, and get back before the first anthem, it does not take the scraph a great while to spread himself upon the air with unimagined celerity, one stroke of the wing equal to ten thousand leagues of air. "With twain he did fig."

The Bible gives us two descriptions of God, and they are just opposite, and they are both true. In one place the Bible says God is love. In another place the Bible says God is a consuming fire. The explanation is plain as plain can be. God through Christ is love. God out of Christ is fire. To win the one and to excape the other we have only to throw ourselves—body, mind and soul—into Christ's keeping. "No," says Irreverence, "I want no atonement, I want no pardon, I want no intervention; I will go up and face God, and I will challenge go up and face God, and I will challenge him, and I will defy him, and I will ask son of humility at imperfection. The brightest angels of God are so far beneath him what I will defy him, and I will ask him what he wants to do with me." So God that he charges them with folly. The seraph so far beneath God, and we so far hammer tries to break a thunderbolt, so eneath the scraph in service, we ought to the breath of human nostrils defles the everlasting God, while the hierarchs of heaven bow the head and bend the knee as the King's chariot goes by, and the archangel turns away because he cannot endure the splendor, and the chorus of all the em pires of heaven comes in with full dispason, "Holy, holy, holy!"

Reverence for sham, reverence for the old merely because it is old, reverence for stupidity however learned, reverence for incapacity however finely inaugurated, I have none. But we want more reverence for God, more reverence for the sacraments, more reverence for the Bible, more reverence for the pure, more reverence for the good. Reverence a characteristic of all great natures. You hear it in the roll will not sollloquize, saying, "What a dis of the master oratorios. You see it in the Raphaels and Titians and Ghirlandijos. You study it in the architecture of the Aholiabs and Christopher Wrens. Do mot be flippant about God. Do not joke about death. Do not make fun of the Bible. De not deride the eternal. The brightest and mightiest scraph cannot look unabashed upon him. Involuntarily the wings come up. "With twain he covered his face." Who is this God before whom the arms-

who is this God before whom the state of the same and intractable refuse reverence. There was an engineer of the name of Strasicrates who was in the employ of Alexander the Great, and he offered to hew With twain he covered the feet, with the same of the sam have to tell you that our King holds in one hand all the cities of the earth and all the oceans, while he has the stars of heaven for

bis tiars. THE OMNIPOTENT ONE. Farthly power goes from hand to hand—from Henry I to Henry II and Henry III, from Charles I to Charles II, from Louis I to Louis II and Louis III—but from everlasting to everlasting is God. God the first, God the last, God the only. He has one telescope with which he sees every-thing—his omniscience. He has one bridge with which he crosses everything—his ompipresence. He has one hammer with which nipresence. He has one hammer with which he builds everything—his omnipotence. Put two tablespoonfuls of water in the palm of your hand and it will overflow; but Isaiah indicates that God puts the Atlantic, and the Pacific, and the Arctic, and the Antarctic, and the Mediterranean, and the Black sea, and all the waters of the earth in the hollow of his hand. The fingers the beach on one side, the wrist the beach on the other. "He holdeth the water in the hollow of his hand."

As you take a pinch of sait or powder

water in the hollow of his hand."

As you take a pinch of salt or powder between your thumb and two fingers, so Isaiah indicates God takes up the earth. He measures the dust of the earth, the original there indicating that God takes all the dust of all the continents between the thumb and two fingers. You wrap around your hand a blue ribbon five times, ten times. You say it is five hand breadths, or it is ten hand breadths. So indicates the prophet, God winds the blue ribbon of

the sky around his band 'He meteth ou;

the heavens with a span. You know that balances are made of a beam suspended in the middle with two basins at the extremity of equal heft. In that way what vast heft has been weighed! But what are all the balances of earthly manipulation compared with the bal-ances that Isaiah saw suspended when he saw God putting into the scales the Alps, and the Apennines, and Mount Washington, and the Sierra Nevadas? You see the earth had to be ballasted. It would not do to have too much weight in Europe, or too much weight in Asia, or too much weight in Africa or in America; so when God made the mountains he weighed

them. The Bible distinctly says so. God knows the weight of the great ranges that cross the continents—the tons, the pounds avoirdupois, the ounces, the grains, the milligrams—just how much they weighed then and just how much they weighed to and just how much they weigh now. "He weighed the mountains in scales and the hills in a balance." Oh, what a God to run against; oh, what a God to disobey; oh, what a God to dishonor; oh, what a God to defy! The brightest, the mightest angel takes no familiarity with God. The wings of reverence are lifted. "With twain he covered the face." THE USE OF WINGS.

Another scraphic posture in the text. The scraph must not always stand still. He must move, and it must be without He must move, and it must be without cluquiness. There must be celerity and beauty in the movement. "With twain he did fly." Correction, exhila-ation. Correction at our slow gait, for we only grawi in the service when we ought to fly at the divine bidding. Exhilaration in the fact that the soul has wings as the seraphs have wings. What is a wing? An instrument of locomotion. They may An instrument of locomotion. They may not be like scraph's wing, they may not be like bird's wing, but the soul has wings. God says so, "He shall mount up on wings as engles," We are made in the divine image, and God has wings. The Bible says so. "Healing in his wings." "Under the shadow of his wings." "Under whose wings thou hast come to trust." We have folded wing now, wounded wing, broken wing, bleeding wing, caged wing. Aye! I have i' now. Caged within bars of bone and under curtains of flesh, but one day to be free. I hear the rustle of pinions in Sengrave's poem which we

Rise, my soul, and stretch thy wings. I hear the rustle of pinions in Alexander Pope's stanza, which says:

I mount, I fly, O Death, where is thy victory? A dying Christian not long ago cried out. 'Wings, wings, wings!" The air is full of them, coming and going, coming and going. You have seen how the dull, slug-gish chrysalid becomes the bright butter-fly: the dull and the stupid and the lethargic turn into the alert and the beautiful. Well, my friends, in this world we are in a chrysalid state. Death will unfurl the wings. Oh, if we could only realize what a grand thing it will be to get rid of this old clod of the body and mount the heavens, neither seagull nor lark nor alba-tross nor falcon nor condor pitching from highest range of Andes so buoyant or so majestic of stroke.

STRUGGLE TOWARD GOD. See that eagle in the mountain nest. It looks so sick, so ragged feathered, so worn out and so half asleep. Is that eagle dying?
No. The ornithologist will tell you it is
molting suason with that bird. Not dying, but molting. You see that Christian
sick and weary and worn out and seeming about to expire on what is called his death about to expire ou what is called his deathhed. The world says he is dying. I say
it is the molting season for his soul—the
hedy dropping away, the celestial pinions
coming on. Not dying, but molting. Molting out of darkness and sin and struggle
into glory and into God. Why do you not
shout? Why do you at shivering at the
thought of death and trying to hold back and wishing you could stay here forever, and speak of departure as though the sub-ject were filled with skeletons and the varnish of coffins, and as though you preferred lame foot to swift wing?

O people of God, let us stop playing the fool and prepare for rapturous flight. When your soul stands on the verge of this life, and there are vast precipices beneath, and sapphired domes above, which way will you fly? Will you swoop or will you soar? Will you fly downward or will you fly upward? Everything on the wing this morning bidding us aspire. Holy Spirit on the wing. Angel of the new covenant on the wing. Time on the wing, flying away from us. Eternity on the wing, flying toward us. Wings, wings,

wings!

Live so near to Christ that when you are dead people standing by your lifeless body sppointment life was to him; how averse he was to departure; what a pity it was he had to dier what an awful calamity!" Rather standing there may they see a sign more vivid on your still face than the vestiges of pain, something that will indicate that it was a happy exit—the clearance from oppressive quarantine, the castoff chrysalid, the molting of the faded and uncless, and the ascent from malarial valleys to bright, shining mountain tops, twain he covered the face, with twain he

Why Canadians Emigrate. Mr. Tetreault, a member of the legislative commission appointed a few days before the close of the last session of the pro-vincial legislature of Quebec to inquire into the cause of emigration of farmers to the United States, has made known the conclusions at which he has arrived. Ranged under seven heads, they are briefly as follows:

Poverty of French Canadians. Large families. Difficulty of establishing homes. Defective cultivation of lands.

Taste for luxury. Seizure of household effects and wages Plague of peddlers. -Lewiston Journal.

Keeping Time in the South Pacific. The islanders of the south Pacific have The islanders of the south Pacific have no clocks. They have a curious timekeeper of their own. Taking the kernels of the nut of the candle-tree, they wash them and string them on the midrib of a palm leaf. This is prosped up and the top kernel lighted. As all the kernels are of the same size and substance they burn each a certain number of minutes, setting fire then to the one below. The natives tie bits of bark cloth along the string at regular intervals to make divisions of time.—
Boston Hemid.

Mer bien of Pulverized Sugar. I placed a package of sugar on the table, and my five-year-old daughter, after an ex-amination, asked, "Mamma, what kind of sugar is this?" "Granulated, my dear." "Why, mamma, I thought you sent for taralyzed sugar!"—Youth's Companion. NEW COODS



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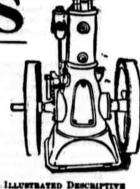
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